

EMPIRE

ARTS CENTER

Job Description: Development & Communications Coordinator

Development: *This position will be responsible for the duties involving communication, promotion, and administration of all development activities of the Empire Arts Center, including individual giving, corporate and foundation support, fundraising events, and grants.*

- Facilitate, with assistance from the Executive Director, development and implementation of an annual development strategy to achieve associated financial goals for the following priorities:
 - Special Events, such as the Dinner & Dance
 - Individual Giving (Supporter or "Membership" program)
 - Corporate and Foundation Giving
 - Encore publication sponsorships
- Regularly update donor database and manage reporting
- Conduct prospect research for new funding opportunities
- Maintain grant calendar of upcoming application and reporting deadlines
- Compile necessary materials for grants and write narratives in collaboration with the Executive Director
- Monitor and track organization's programs for grant reporting on budgets and progress towards program metrics with assistance from the Executive Director

Marketing/Communications: *Responsible for updating and maintaining website, social media communication, and newsletters; design and produce brochures, advertisements, posters, and any other materials related to the marketing of events.*

- Participate in development, and oversee execution, of overall strategic marketing plan
- Manage website content and make necessary updates regularly
- Compose and send out a monthly newsletter
- Maintain active social networking presence
- Manage advertising process for the Empire Theatre Company, the Backstage Project concerts, and other Empire-produced programs, including: design of ads, placement in various publications and websites, monitor contracts, and maintain contacts with ad representatives
- Oversee design and dissemination of all development materials, including: Dinner & Dance invitations, quarterly or annual appeal, Giving Hearts Day and/or Giving Tuesday materials, membership drives, and more
- Maintain photo, video, and print archive
- Oversee content, design, production, and dissemination of the annual Encore publication
- Create and maintain a comprehensive press list
- Responsible for increasing awareness of our organization and all of our activities through effective, creative, and professional marketing and public relations.
- With the Executive Director, establish and maintain partnerships with community organizations and businesses to support our mission.
- Assist other staff with general office staffing and office duties, such as receiving visitors, answering phone calls, event management, and more.

General Requirements

A Bachelor's Degree and 2-5 years of experience in marketing, event management, and/or fundraising is required. Preference will be given to candidates with a long-term interest in fundraising, marketing, the arts, and/or non-profit management. The Development & Communications Coordinator must be an exceptionally organized, detail-oriented self-starter who is personable and has outstanding written and verbal communication skills. He or she must have the ability to multi-task and adjust to seasonal or event-related fluctuations in workload. Proficiency with Microsoft Word and Excel is required. Knowledge of fundraising database programs is a plus. Proficiency with Photoshop, Microsoft Publisher and Adobe Creative Suite is preferred.

While training and management support will be provided, the Development & Marketing Associate must possess the ability to work autonomously and with limited direction. He or she must have an ability and willingness to interact with the public and must also have the ability to lift event boxes, tables and chairs that can weigh 25-30 lbs. Like all our employees, the Development & Marketing Coordinator is expected to contribute to a culture based upon respect, teamwork and collaboration. Adaptability, creativity, and a passion for the arts and the Empire are a must.

Reporting & Other Details

The Development & Marketing Associate reports to the Executive Director. This is a full-time salary position (40 hours per week) that requires periodic evening and weekend work. Other responsibilities may be required by the Board of Directors or Executive Director to fulfill the mission and goals of our organization.